

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 844000 /		Alt Order #
Product OH US SEN JOSH MANDEL NOV 1-NOV6		
Contract Dates 11/01/12 - 11/06/12		Estimate # 3182
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/31/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	11/01/12	11/01/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---T---				1	\$2,500.00			
N 2	WOIO	11/01/12	11/02/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---TF--				2	\$3,000.00			
N 3	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$3,000.00			
N 4	WOIO	11/03/12	11/03/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$700.00			
N 5	WOIO	11/04/12	11/04/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$750.00			
N 6	WOIO	11/04/12	11/04/12	Sun Action News at 7a	7-9a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				2	\$225.00			
N 7	WOIO	11/05/12	11/05/12	Action News at Noon	12-1230p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$500.00			
N 8	WOIO	11/05/12	11/05/12	Action News at 4p	4-5p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$600.00			
Totals											10	\$14,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	10	\$14,500.00	\$12,325.00
Totals	10	\$14,500.00	\$12,325.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
844000 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	OH US SEN JOSH MAN	3182

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	10/31/12 / 10/31/12

Signature: _____ Date: _____

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Revision #: 0 Date: 10/31/2012

DM
10/3,

Total Spots

Signature:



Summary by Station/System

Date: 10/31/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3182
Media: TV Description: OH US SEN JOSH MANDEL NOV1-NOV 6 TV
Product: GENERAL Flight Start Date: 11/1/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	5	\$14,500.00	100%	\$12,325.00	100%
Market Total:	5	\$14,500.00		\$12,325.00	